

Title: Breastfeeding Promotion and Support

Purpose

To ensure Federal and State requirements in the promotion and support of breastfeeding are met and to work to increase breastfeeding initiation and duration rates within the State of Montana.

Authority

US Federal Regulations: 7 CFR 246.11. (b)(7)(1-iv)

Policy

Local agencies are to provide a breastfeeding friendly work place.

I. Breastfeeding Promotion

- A. Local Agency staff will encourage breastfeeding and ensure women have access to breastfeeding promotion and support activities during the prenatal and postpartum periods by:
 - 1. Providing a breastfeeding-friendly WIC clinic to assure participants feel comfortable asking questions about breastfeeding and feel comfortable breastfeeding their infants in the clinic.
 - 2. Providing information to participants regarding concerns about breastfeeding and the availability of breast pumps.
 - 3. Marketing breastfeeding through visual effects (posters and other materials) to promote breastfeeding as the optimal and normal way to feed an infant.
 - 4. All materials distributed or visible to participants will be:
 - a. Free of any items with formula product names and/or logos, with the exception of the WIC Approved Food materials.
 - b. Free of language which undermines the woman's confidence in her ability to breastfeed.
 - c. Positive in presenting breastfeeding.
 - d. At an appropriate reading level for participants.
 - e. Appropriate for the various cultures served.
 - f. Accurate and up-to-date.
- B. All formula returned to the clinic will be stored out of sight of participants.

- C. To help breastfeeding promotion, Local Agencies may want to consider:
 - 1. Designing and providing a comfortable area for women to breastfeed.
 - 2. Implementing breastfeeding support/education groups.
 - 3. Sponsoring peer-led parenting groups.
 - 4. Establishing a breast pump program.
 - 5. Participating in the local breastfeeding coalitions and the Statewide Breastfeeding Coalition.

II. Breastfeeding Support

- A. Local Agency staff will provide breastfeeding support by:
 - 1. Providing early and frequent education contacts during pregnancy and the postpartum period to increase breastfeeding success.
 - 2. Providing one-on-one discussions to allow women to express their concerns and fears about breastfeeding.
 - a. Asking open ended questions.
 - b. Affirming her feelings.
 - c. Educating by clarifying how other women like her have dealt with the same concerns.
 - 3. Discussing breastfeeding concerns from the woman's point of view.
 - 4. Including culturally relevant materials.
 - 5. Discussing breastfeeding techniques, such as proper positioning and latch, later in pregnancy and again after the infant is born.
 - 6. Supporting participants through the learning process.
 - 7. Understanding breast milk production and lactation.
- 8. Clarifying misconceptions and concerns as early in pregnancy as possible.